

Major Account Sales Strategy (Marketing/Sales/Advertising Promotion)

Neil Rackham

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Neil Rackham : Major Account Sales Strategy (Marketing/Sales/Advertising Promotion) before purchasing it in order to gage whether or not it would be worth my time, and all praised Major Account Sales Strategy (Marketing/Sales/Advertising Promotion):

24 of 24 people found the following review helpful. The pitfalls await the uninformed sales person; read this!By

Joanna D. What are the focus of receptivity, the focus of dissatisfaction, and the focus of power? If you don't know, a set of nasty surprises awaits you as a sales person. As you seek entry into accounts to which you are expected to sell, you will find it's a cold, cold world out there, more than ever. Entering a new account and successfully turning it around can take forever--or a shorter time if you work smarter, not harder. Neil Rackham's book deals head-on with the issues of breaking into and selling to accounts that are "negative"--that is to say, buying from your competitor. But you can find the chinks to work your way in and find mutual benefits. Chances are, there is dissatisfaction in some area--with a competitor, with a technology, with a situation. The knowledgeable sales person can find the dissatisfied parties and influence them to take action. The result--sales for you and an improved situation for them. I found the book particularly good at identifying stages of the sale, in ways different from the traditional Xerox-style selling. For example, the stages are broken down into an implementation-resolution cycle, where, after needs are recognized, options are evaluated, concerns are met (objections, in old-speak) and finally a decision is made. You, as the salesperson, are shepherding the process with the decision makers and influencers through this cycle. So it pays to know where you are sitting in each stage of the cycle in order to present the right information to your client. This book is not hard to understand, and is well-organized. I found it interesting and valuable reading, and think it belongs on any major account manager's bookshelf. 1 of 1 people found the following review helpful. Glad I bought it instead of renting it! By Mr. Rod. Interesting read. It was mandatory for my professional sales class in college. I learned a ton from this book. Simple yet effective principles that have been tested through time. 3 of 3 people found the following review helpful. SPIN Theory gets you on the table, this book tells you how to get the final business. By Shekar. I thought SPIN theory is what you need first, but after reading this book, based on my personal experience, use of SPIN theory earns the opportunity for one to get on the table, but doesn't mean the business is in your hand. There are few more phases that you have to go through and this book talks through that. Just because the customer has realized a need for something, does not make them write the check -- lot of other things come into play such as do I need this now, am I making the correct decision in going with the choice etc. Must read for some one who is trying to do sales. Forget business sales, my bar for testing any of these theories is not at work, but at home -- I always try and test these theories at home (with my family) and if it works at home, then IT obviously works outside. Great book to read.

An Arsenal of Shrewd Tactics and Winning Strategies to Make You a Major Account Sales Success Knowing how to get to the decision maker, deal with the competition, understand buyer psychology, and service the client--these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to . . . Tailor your selling strategy to match each step in the client's decision-making process. Ensure that you won't lose your customers because you'll know the psychology of the buyer and how to respond to their doubts. Gain entry to accounts through many different windows of opportunity. Deal with competitive situations, take on bigger competitors, and win using strategies that the author's meticulous research shows are employed by the most successful salespeople. Handle negotiations, concessions on price, and term agreements skillfully and effectively. Offer the ongoing technical and maintenance support that keeps your major accounts yours. From a world-renowned sales innovator, this first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it yours today. Read Major Account Sales Strategy.

About the Author Neil Rackham is founder and former president of Huthwaite, Inc. Huthwaite researches, consults, and provides seminars for more than 200 leading sales organizations around the world, including Xerox, IBM, and Citicorp. His academic background is in research psychology. It was at the University of Sheffield, England, that he began his research into sales effectiveness that resulted in SPIN. Rackham is the author of more than 50 articles and several books.